



NORTHWEST POWER NORTHWEST VALUES

Job Title & Series:

Public Affairs Specialist GS-1035

Job Announcement Number:

9614-12-DE-A1

Grade & Salary Range:

GS-13: \$86,260 - \$112,136

Full performance level: GS-13.

Opens: 12/06/11

Closes: 1/03/12

(Applications must be received by 11:59 p.m. Pacific Time)

Anticipated number of positions to be filled: One (1)
position to be filled

Location: Portland, Oregon

Federal transfer relocation is not available for this position.

Type of Position: This is a Permanent position with a full-time work schedule.

Amendment: This announcement is amended to extend the closing date from 12/27/11 to 1/03/12. All other information remains the same.

Benefits: BPA offers a comprehensive benefits package. <http://www.jobs.bpa.gov/Benefits/>

Eligibility

All United States citizens are eligible to apply.

NOTE: You must submit separate and complete application packages for each vacancy for which you would like to be considered. This includes current or former federal employees eligible for transfer or reinstatement, veterans eligible for appointment under the Veterans' Employment Opportunities Act or other veterans' programs, and others eligible under special hiring authorities may apply under external announcements and internal Merit Promotion procedures: 9615-12.

About BPA

The Bonneville Power Administration has been powering people and careers for nearly 75 years. We are a non-profit federal agency that provides clean, emissions-free electricity to the Pacific Northwest and maintains a high voltage transmission system to deliver that electricity. We are a leader in sustainability and environmental stewardship, promoting energy efficiency, renewable energy, the smart grid, fish and wildlife protection and initiatives to address climate change. We are a visionary and innovative agency that values diversity and creativity and encourages continuous learning. We are located throughout the Pacific Northwest with opportunities in cities, smaller communities and rural areas. You can learn more about BPA at www.bpa.gov.

Job Summary & Major Duties

The policy writer plays a leading role in researching, assessing, editing and writing a wide variety of explanatory material including articles, talking points, fact sheets, reports and multimedia content reflecting and explaining agency policies and positions on diverse issues including energy and natural resources. The position requires a versatile and productive writer familiar with energy and natural resource issues who can independently research, distill and explain complex and sensitive information clearly and accurately, often on short notice, under tight deadlines and with limited direction. The writer often serves as the principal representative of a busy and dynamic Public Affairs office with executives, other work groups and agencies, as well as staff including engineers, biologists and economists. He or she must be a skilled and perceptive communicator who can advocate for and negotiate the contents of materials that shape the organization's messages. The writer must be capable of quickly shifting among subject matter and writing styles, and providing advice to Public Affairs managers, executives and others on the appropriate approach and format of material, including multimedia presentations, to reach the public, customers, utility industry, public interest groups and other audiences.

Public Affairs is responsible for developing a comprehensive public affairs strategy and managing the centralized support of the agency implementation of that strategy. This includes direction and support for national, regional, and tribal relations, media and internal and external communications. This function is responsible for fostering support, knowledge, and awareness of BPA's activities, achievements, and value to the Pacific Northwest. Public Affairs is also responsible for ensuring that programs are in place to secure appropriate public input into BPA's decision-making processes.

Policy Communications promotes timely and accurate education and information to BPA stakeholders about BPA issues and goals by maintaining relationships with the media and through written vehicles produced for a variety of audiences.

Policy Writing staff coordinates and provides strategic messaging for agency written products. The staff writes and edits documents including talking points, fact sheets, executive speeches, white papers, Annual Report, The Journal, video scripts, project profiles, etc., used to meet agency and program goals. Writers also assist with development of communication plans and provide editing services and advice on the most effective written products for documents initiated elsewhere in the agency. Writing staff also serve as the style and grammar coaches/guides for the agency. Also, the Policy Writing staff is responsible for ensuring One Voice in all documents used to inform and involve the public regarding policy or program initiatives and issues.

Qualifications

SPECIALIZED EXPERIENCE:

1. Experience independently researching, analyzing, and synthesizing complex or sensitive issues to develop communication materials to describe an organization's programs and policies.
2. Experience writing or producing communication materials using a variety of formats, including print, broadcast, and digital content to convey detailed information about an organization's programs and activities.
 - Examples of communication materials may include published and broadcast content, blog posts or podcasts, RSS feeds, etc.
3. Experience reviewing and revising technical, financial, or business data and information to develop and produce communication materials designed to provide detailed information.
 - Examples of communication materials may include fact sheets, briefing materials, or Internet content such as blog posts or podcasts, or news articles.

In order to be rated as meeting the minimum qualifications, we must be able to determine from your application package (includes resume, cover letter and/or other supporting material) that you have a minimum of **one year** of the specialized experience requirement described above. *Applicants who have qualifying experience performed on less than a full-time basis must specify the percentage and length of time spent in performance of such duties.*

KNOWLEDGE, SKILLS, AND ABILITIES

Your application materials will be reviewed against the knowledge, skills and abilities (KSAs) listed below to determine your category rating: Best Qualified, Highly Qualified, or Qualified. Within these categories, applicants eligible for veteran's preference will receive selection priority.

Please describe your experience and thoroughly address the statements below within your resume, cover letter, and/or other supporting material you choose to submit. Work product examples will not be reviewed unless specifically requested. **Clearly articulating your work experience to determine the application of this knowledge, these skills or abilities through performance is critical to determining your qualifications for this position.** For more information on how to provide supporting information for KSAs, please visit http://jobs.bpa.gov/How_To_Apply/ksa.cfm.

1. (Technical) **Ability to research, analyze, synthesize, discuss and explain in writing a wide range of complex and sensitive issues such as energy/utility programs and policies, wildlife and natural resource conservation/protection, utility costs, rates and transmission, and power system operations.** Your application materials should describe:
 - Experience researching, analyzing, synthesizing complex or sensitive organizational policies and programs;
 - Experience writing or producing communication materials;
 - Role and level of autonomy exercised in performing the work described above; and
 - The type of organization and industry the experience was gained in.
2. (Technical) **Skill in journalism or other written communication to develop and tailor the content, tone and style of written material about energy, environment or business issues for diverse as well as distinct audiences that may include the public, news media, school audiences, elected officials, utility industry, advocacy groups and electricity consumers.** Your application materials should describe:
 - Experience writing or producing communication materials using a variety of multimedia platforms;
 - The purpose of the communication, i.e., providing information, attracting interest, promoting or defending an organization's programs/activities;
 - The audiences or organizations the communication materials targeted; and
 - The industry or type of organization the work was performed for.

3. (Technical) **Skill in balancing competing communication priorities and in writing and editing complex and sensitive material for grammar, clarity, consistency and Associated Press style and to accurately reflect, support and advance agency positions and policy.** Your application materials should describe:
- Experience writing and editing according to consistent standards.
 - The nature and range of the written and/or edited material, including its subject, complexity, length, sensitivity and deadlines.
 - Role and level of autonomy and oversight exercised in performing the work described.
4. (Interpersonal Relationships) **Skill in developing strong, effective relationships with diverse sources and subject matter experts to learn about and monitor current and emerging operational issues and to navigate and negotiate the language, content, wording and appearance of complex and sensitive written material.** Your application material should describe:
- Experience developing relationships with diverse contacts and sources;
 - The purpose, role, and range of those contacts and sources, e.g., scientists, executives, trade workers;
 - The complexity or sensitivity of written material, e.g., economic, political, legal; and
 - The nature and outcome of negotiations about the content of material.

SECURITY & SUITABILITY

The sensitivity level of this position is designated as 'Low Risk – Nonsensitive', which requires that the selectee pass a National Agency Check with Inquiries (NACI) personnel investigation and receive a favorable suitability determination. For more information please visit: http://jobs.bpa.gov/How_To_Apply/faqs.cfm#18

Application Package Checklist

- ☐ Resume, cover letter, and/or other supporting material you choose to submit that fully describe your education and experience. Application must contain sufficient information to determine eligibility for the position. (Optional Application for Federal Employment (OF-612): <http://www.usajobs.opm.gov/of612.asp>).
- Applications must include the following information:**
- Job Announcement number, title, and grade
 - Full legal name, mailing address, contact telephone number and email address
 - Country of citizenship (SSN or other ID is not requested at this time)
 - High school attended which includes name of high school and location.
 - Employment history including unpaid positions with job title, grade (if Federal), duties and accomplishments, employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), salary, and hours worked per week. Explain any gaps in employment.
 - Indication if we may contact your current supervisor.
 - List of other job-related training, skills, certificates and licenses, recognition, professional memberships, publications, leadership activities, or other relevant information.
- ☐ VETERANS: To be considered for veteran's preference, a copy of your DD-214 (Member 4) is required. 10-point veterans must also provide a copy of their SF-15 and associated documentation.
- ☐ All applicants are encouraged to complete and submit BPA Form F3330-11e, Applicant Disability, Race/National Origin and Gender Identification form and Applicant Source Form located at the end of this announcement, or at http://jobs.bpa.gov/How_To_Apply/forms.cfm.

How to Submit Your Application

Applications may be emailed, faxed or mailed. Due to security requirements, we only accept hand-delivered application from individuals who currently have badge access to the building.

- **Email to:** jobs@bpa.gov with the Job Announcement Number in the subject line and on any attachments.
- **Fax to:** 503-230-3149
- **Send via US Mail to:** Bonneville Power Administration, ATTN: Human Capital Management, NHQ-1, PO Box 3621, Portland, OR 97208-3621.

You will be notified via email to confirm receipt of your application package. *Applicants should retain a copy of their application as BPA does not return applications or provide copies.* For more information on the hiring process, please refer to: http://jobs.bpa.gov/How_To_Apply/whathappens.cfm.

Additional Information

Veterans Information: <http://www.usajobs.gov/vi>

Career Transition Assistance Program/Interagency Career Transition Assistance Program

(CTAP/ICTAP): Federal employees seeking CTAP/ICTAP eligibility must submit proof that they meet the requirements of 5 CFR 330.605 (a) for CTAP and 5 CFR 330.704 for ICTAP. This includes a copy of the agency notice, a copy of their most recent Performance Rating and a copy of their most recent SF-50 noting current position, grade level, and duty location. **Please annotate your application to reflect that you are applying as a CTAP or ICTAP eligible.** For additional information please refer to <http://www.opm.gov/ctap/>

EEO Policy Statement: <http://www.usajobs.gov/eeo>

Reasonable Accommodation Policy Statement: <http://www.usajobs.gov/raps>

Legal and Regulatory Guidance: <http://www.usajobs.gov/lrg>

Forms Availability: All application materials may be obtained by calling 503-230-3230, or 1-877-975-4272 or visiting: <http://www.jobs.bpa.gov> .

Applicant Source Form

The Bonneville Power Administration's Human Capital Management office has an ongoing process improvement objective associated with recruitment and outreach strategies. In order for us to assess the effectiveness of our current advertising and Recruitment efforts, please identify how you learned about this job by marking the appropriate box below:

Vacancy Announcement Number	Position Title, Series, Grade
<input type="text"/>	<input type="text"/>

☐ **BPA Website**

☐ **USAJOBS Website**

☐ **Job Board** (CareerBuilder, Craigslist, Employment Dept, etc.)

(please specify): _____

☐ **Industry Website or Event** (National Institute of Government Purchasers, GreenDrinks, etc.)

(please specify): _____

☐ **Social Media Website** (Facebook, LinkedIn, etc.)

(please specify): _____

☐ **Career Fair** (campus events, community event)

(please specify): _____

☐ **BPA employee**

☐ **Other (please specify):** _____

U.S. Office of Personnel Management Guide to Personnel Data Standards	ETHNICITY AND RACE IDENTIFICATION (Please read the Privacy Act Statement and instructions before completing form.)	
Name (Last, First, Middle Initial) <div style="background-color: #cccccc; width: 100px; height: 20px;"></div>		
Agency Use Only		
Privacy Act Statement Ethnicity and race information is requested under the authority of 42 U.S.C. Section 2000e-16 and in compliance with the Office of Management and Budget's 1997 Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Providing this information is voluntary and has no impact on your employment status, but in the instance of missing information, your employing agency will attempt to identify your race and ethnicity by visual observation. This information is used as necessary to plan for equal employment opportunity throughout the Federal government. It is also used by the U. S. Office of Personnel Management or employing agency maintaining the records to locate individuals for personnel research or survey response and in the production of summary descriptive statistics and analytical studies in support of the function for which the records are collected and maintained, or for related workforce studies.		
Specific Instructions: The two questions below are designed to identify your ethnicity and race. Regardless of your answer to question 1, go to question 2.		
Question 1. Are You Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.) <input type="checkbox"/> Yes <input type="checkbox"/> No		
Question 2. Please select the racial category or categories with which you most closely identify by placing an "X" in the appropriate box. Check as many as apply.		
RACIAL CATEGORY (Check as many as apply)	DEFINITION OF CATEGORY	
<input type="checkbox"/> American Indian or Alaska Native	A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.	
<input type="checkbox"/> Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.	
<input type="checkbox"/> Black or African American	A person having origins in any of the black racial groups of Africa.	
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.	
<input type="checkbox"/> White	A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.	

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